



They came from 48 states and 64 countries, and when they all went home, the 22,000-plus life sciences professionals attending the BIO 2007 Annual International Convention couldn't help but be impressed by the Pennsylvania Pavilion.

Held from May 6-10 in Boston's Convention and Exhibition Center, BIO International, produced by the Biotechnology Industry Organization (BIO), is the largest annual gathering of life science professionals in the world. BIO 2007 set a new record with 22,366 attendees, a nearly 15 percent increase from 2006, with one-third of attendees coming from outside the U.S.

As always, the commonwealth was well represented and made a strong showing, highlighting the Pennsylvania Life Sciences Continuum. Pennsylvania BIO Business Development team members – overall, a total of 38 Pennsylvania partner companies and five sponsors – helped make BIO 2007 a success for Pennsylvania.

"Working with the folks at DCED was a pleasure," says Linda Brueckman, manager, corporate communications at Centocor Inc., a Pennsylvania partner. "They did a great job of preparing us for the Pavilion's new, open design – which was a good opportunity for all the partners to get to know each other and work together."

The Pennsylvania Pavilion also featured special attractions for visitors, including a hospitality reception area where partner-dedicated items were raffled off, including a Martin Guitar (made in Pennsylvania), a signed Pittsburgh Steelers game jersey (also made in Pennsylvania), and a Harley-Davidson motorcycle, a well-known York product.

Apart from the life sciences information and great prizes, visitors to the Pennsylvania Pavilion also benefited from a couple of interesting twists – one technological and one purely for fun.



Buzz Brings Crowds to BIO 2007 PA Pavilion

hField Technologies, Inc., (www.hfield.com) a Bethlehem company that got its start at Lehigh University in 2005 as part of the Ben Franklin Business Incubator, offered its flagship product, the Wi-Fire, for use at the BIO convention. The Wi-Fire, a compact, range-extending USB device that enables access to a wireless Internet connection from up to 1,000 feet away – three times the range of a typical wireless adapter – was used inside the Pavilion to guarantee a strong, stable Internet connection on the four workstations available to visitors.

Tom DiClemente, hField's CEO, points out that during the past two years the company has had the benefit of two rounds of funding, nearly \$400,000 in all, via the Ben Franklin Technology Partners and Keystone Innovation Zone (KIZ) programs – two DCED initiatives that foster innovation and entrepreneurial business success throughout the state.

"It was really exciting being part of the Pavilion," DiClemente says. "And we couldn't have done it

without help from DCED and the KIZ program. Working with Pennsylvania has been a tremendous boost in getting our company where it is today."

On a much less technological front, Pavilion visitors were greeted with specially designed cappuccinos, which displayed the Keystone State logo on the creamy froth.

"We had people coming back for more, just because they really liked the logo," says Dave Salzman, owner of Espresso Dave's Catering Service, (www.espressodave.com), which supplies specialty coffees at business and social events. In fact, Salzman says when some people came back for refills, and if he didn't put the waler-thin logos on their second or third cappuccinos, they asked for it.

"The folks visiting the Pavilion were fascinated by the logo," he says. "I believe it really made for a unique experience, judging by all the refills, with logos, of course."